



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Thomas Witting  
Serial No. : 10/608,895  
Filed : June 27, 2003  
Title : PREDICTING MARKETING CAMPAIGNS USING CUSTOMER-SPECIFIC  
RESPONSE PROBABILITIES AND RESPONSE VALUES

Art Unit : Unknown  
Examiner : Unknown

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL

The following correspondence relating to this application is enclosed for filing:

1. Information Disclosure Statement (1 page);
2. Form PTO-1449 (2 pages);
3. Copies of Cited References; and
4. Two Return Postcards.

Please date stamp and mail the enclosed postcards.

Please apply any other charges or credits to Deposit Account No. 06-1050.

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September 8, 2003

Date of Deposit

Heidi Bathrick

Signature

Heidi Bathrick

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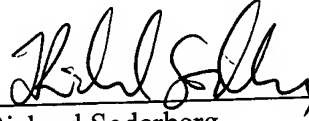
Applicant : Thomas Witting  
Serial No. : 10/608,895  
Filed : June 27, 2003  
Page : 2 of 2

Attorney's Docket No.: 13906-132001 / 2003P00159 US01

Respectfully submitted,

Date: \_\_\_\_\_

4/5/03



\_\_\_\_\_  
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INFORMATION DISCLOSURE STATEMENT

Copies of the references listed on the attached form PTO-1449 are enclosed.

This statement is being filed within three months of the filing date of the application or before the receipt of a first Office action on the merits. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 9/5/03

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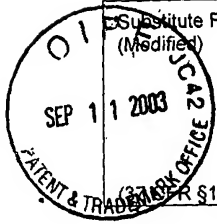
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September 8, 2003  
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 Substitute Form PTO-1449  
(Modified)

 U.S. Department of Commerce  
Patent and Trademark Office

 Attorney's Docket No.  
13906-132001

 Application No.  
10/608,895

**Information Disclosure Statement  
by Applicant**

(Use several sheets if necessary)

 Applicant  
Thomas Witting

 Filing Date  
June 27, 2003

Group Art Unit

**U.S. Patent Documents**

| Examiner Initial | Desig. ID | Document Number | Publication Date | Patentee  | Class | Subclass | Filing Date If Appropriate |
|------------------|-----------|-----------------|------------------|-----------|-------|----------|----------------------------|
|                  | AA        | 6,240,411       | 05/29/01         | Thearling |       |          |                            |

**Foreign Patent Documents or Published Foreign Patent Applications**

| Examiner Initial | Desig. ID | Document Number | Publication Date | Country or Patent Office | Class | Subclass | Translation |    |
|------------------|-----------|-----------------|------------------|--------------------------|-------|----------|-------------|----|
|                  |           |                 |                  |                          |       |          | Yes         | No |
|                  | AB        |                 |                  |                          |       |          |             |    |
|                  | AC        |                 |                  |                          |       |          |             |    |
|                  | AD        |                 |                  |                          |       |          |             |    |
|                  | AE        |                 |                  |                          |       |          |             |    |
|                  | AF        |                 |                  |                          |       |          |             |    |

**Other Documents (include Author, Title, Date, and Place of Publication)**

| Examiner Initial | Desig. ID | Document  |
|------------------|-----------|---|
| J                | AG        | PowerPoint Presentation, CRM Analytics: RFM Analysis, SAP AG, 24 ps.  |
| J                | AH        | <a href="http://www.unicacorp.com/products/campaign_detail.html">http://www.unicacorp.com/products/campaign_detail.html</a> - "Enterprise Marketing Management - Unica Corporation," printed from the Internet 8/13/03, 4 ps.             |
| J                | AI        | <a href="http://www.marketswitch.com/products/outbound_marketing.html">http://www.marketswitch.com/products/outbound_marketing.html</a> - "Marketswitch: Products: TRUE for Outbound Marketing," printed from the Internet 8/13/03, 2 ps. |
| J                | AJ        | "Operations Research-Spektrum," Springer-Verlag, Vol. 11, No. 3, ps. 121 - 174, August, 1989.   |
| J                | AK        | "Tabu Search - Part I," ORSA Journal on Computing, Vol. 1, No. 3, Summer 1989, 18 ps.   |
| J                | AL        | "Tabu Search - Part II," ORSA Journal on Computing, Vol. 2, No. 1, Winter 1990, 30 ps.  |
| J                | AM        | "Future Paths for Integer Programming and Links to Artificial Intelligence," Computers & Operations Research, Vol. 13, No. 5, ps 533-549, 1986.   |
| J                | AN        | "Introduction to CRM Analytics," Gartner Symposium IT XPO, 2002, 19 ps.   |
| J                | AO        | <a href="http://www.cogita.co.nz/epicor.htm">http://www.cogita.co.nz/epicor.htm</a> - "Epicor Product Page," printed from the Internet 1/28/2003, 3 ps.   |
| J                | AP        | "EMEA CRO Magic Quadrant - 3Q02," Markets, M-17-2063, J. Radcliffe, G. Herschel, Gartner Research, 2002, 7 ps.  |
| J                | AQ        | "EMEA CRO Magic Quadrant - 3Q02," Decision Framework, J. Radcliffe, Gartner Research, 2002, 7 ps.   |
| J                | AR        | "A Tutorial On Tabu Search," Alain Hertz, Eric Taillard, Dominique de Werra, 13 ps.   |
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| J                | AT        | <a href="http://www.epiphany.com/products/images/screen_1CM.gif">http://www.epiphany.com/products/images/screen_1CM.gif</a> - "PortaLaptop," printed from the Internet 1/28/2003, 1 p.  |

Examiner Signature

Date Considered

EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

|   |  |                                       |                               |
|---|--|---------------------------------------|-------------------------------|
| Substitute Form PTO-1449<br>(Revised)   | U.S. Department of Commerce<br>Patent and Trademark Office | Attorney's Docket No.<br>13906-132001 | Application No.<br>10/608,895 |
| <b>Information Disclosure Statement<br/>by Applicant</b><br>(Use several sheets if necessary)<br>(37 CFR 1.98(b)) |  | Applicant<br>Thomas Witting           |                               |
|   |  | Filing Date<br>June 27, 2003          | Group Art Unit                |

**Other Documents (include Author, Title, Date, and Place of Publication)**

| Examiner<br>Initial | Desig.<br>ID | Document   |
|---------------------|--------------|--|
|                     | AU /         | <a href="http://www.epiphany.com/products/images/screen_3RT.gif">http://www.epiphany.com/products/images/screen_3RT.gif</a> - "Ideal Customer," printed from the internet 1/28/2003, 1 p.  |
|                     | AV /         | <a href="http://www.epiphany.com/products/images/screen_eirt2.gif">http://www.epiphany.com/products/images/screen_eirt2.gif</a> - "RealTime Decisioning Analysis," printed from the Internet 1/28/2003, 1 p.                           |
| J                   | AW /         | <a href="http://www.epiphany.com/products/images/screen_2CME.gif">http://www.epiphany.com/products/images/screen_2CME.gif</a> - "Import E-mail Content," printed from the Internet 1/28/2003, 1 p.                                     |
| J                   | AX /         | "Campaign Management Software," Quaero Answers, 2001, 13 ps.   |
| J                   | AY /         | <a href="http://www.peoplesoft.com/corp/en/products/line/crm/marketing/features.asp">http://www.peoplesoft.com/corp/en/products/line/crm/marketing/features.asp</a> - "Marketing Features," printed from the Internet 1/28/2003, 2 ps. |

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|--|-----------------|
| Examiner Signature   | Date Considered |
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